



ORDER

Flight Dates 10/02/12-10/08/12

Contract / Revision 384958

Original Date / Revision
09/04/12 / 09/21/12

Advertiser G Allen/R/Senate

Agency Smart Media Group

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Primary Account Executive
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Product

ALLEN FOR SENATE

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # C02C08

Alt Order # 06303966

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 1% Market Value 0

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WDCA	%	0
WJLA	23%	0
WRC	31%	0
WTTG	27%	0
WUSA	18%	0

PROG
RA35+
CON C

2

PROG
RA35+
CON

1

E# : REJ
: LIT

CM

P:

CITY

FLG

PRD

ORD

AG

AD

REP
\$\$\$

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880

HARRIS REPORT FROM REP
CHANGES
SEP21/12 16.19
*** WDCW-TV ***

LINE# 6303966
MOD# 0: UNAPPROVED REV #1 \$\$\$

ADV # _____ ADV. NAME POLI/G ALLEN/R/SEN/VA
AGY # _____ AGY. NAME SMART MEDIA GROUP
814 KING STREET, SUITE 400
ALEXANDRIA, VA 22314

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME PATRICIA DOME
SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6303966 CLASS: NATL. LOCAL REGIONAL
PRDCT ALLEN FOR SENATE EST#**** COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT2/12 OCT8/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP21/12 16.19

REP: TO: MALLORY
FROM: GREG
ORDER CANX
TTLS REMAIN THE SAME
THX PLS CFM, 9/21/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
*****IDB# 1046*****

30/30 News Plus

CANCEL Before SPOT

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
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AGENCY ADVERTISER CODE = ALLNS
AGENCY PRODUCT CODE = ORDR

AGENCY EST# = C02C08

PROGRAM : NEWS PLUS MINUTE
RA35+ : 0.6
CON COM1: NEWS PLUS MINUTE

1	S		800A-900A	60		\$700.00	10/8	10/8	0		MON	0
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PROGRAM : NEWS PLUS MINUTE
RA35+ : 0.6
CON COM1: NEWS PLUS MINUTE

2	S		800A-900A	60		\$700.00	10/4	10/4	0		THU	0
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REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP21/12 16.19
CHANGES ** WDCW-TV ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
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ORDER WORKSHEET HARRIS REPORT FROM REP SEP21/12 16.19
CHANGES ** WDCW-TV ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
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ORDER WORKSHEET HARRIS REPORT FROM REP SEP21/12 16.19
CHANGES ** WDCW-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		800A-900A	60		\$700.00	10/2	10/2	0		TUE	0
PROGRAM : NEWS PLUS MINUTE												
RA35+ : 0.6												
CON COM1: NEWS PLUS MINUTE												
4	S		800A-900A	60		\$700.00	10/3	10/3	0		WED	0
PROGRAM : NEWS PLUS MINUTE												
RA35+ : 0.6												
CON COM1: NEWS PLUS MINUTE												
OCT/12 \$.00												CONTRACT TOTAL \$.00
												TOTAL SPOTS 0

MARKET TOTALS \$280,000 WDCW 1% WJLA 23% WUSA 18% WRC. 31% WTTG 27% WPXW 0% WDCA 0%
CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

6303966
AL REV#0 ***

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP

SEP4/12 12.33
*** WDCW-TV ***

ADV. NAME POLI/G ALLEN/R/SEN/VA
AGY # SMART MEDIA GROUP
814 KING STREET, SUITE 400
ALEXANDRIA, VA 22314

REP.# OFF.# SALESMAN #
BUYER NAME PATRICIA DOME
SALES PRSN WA- DAVE CLARK

ORDER # CONTRACT # 6303966 CLASS: NATL. LOCAL REGIONAL
PRDCT ALLEN FOR SENATE EST# **** COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT2/12 OCT8/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP4/12 12.33

REP: TO: MALLORY
FROM: GREG FOR DAVE
NEW ORDER
TTL...\$2800...4X
THX PLS CFM, 9/4/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
*****IDB# 1046*****

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START DATE	: END DATE	:SPTS: /WK	: WEEK INVT	: DAYS	:TOTL: :SPTS:
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AGENCY ADVERTISER CODE = ALLNS AGENCY EST# = C02C08
AGENCY PRODUCT CODE = ORDR

1			800A-900A	60		\$700.00	10/8	10/8	1		MON	1
PROGRAM : NEWS PLUS MINUTE												
RA35+ : 0.6												
CON COM1: NEWS PLUS MINUTE												
2			800A-900A	60		\$700.00	10/4	10/4	1		THU	1
PROGRAM : NEWS PLUS MINUTE												
RA35+ : 0.6												
CON COM1: NEWS PLUS MINUTE												

REP# 6303966
 FINAL REV#0 ***

REP: TEL# 703 528 7800
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 FAX# 703 528 7880
 HARRIS REPORT FROM REP

SEP4/12 12.33
 *** WDCW-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			800A-900A	60								
	PROGRAM :		NEWS PLUS MINUTE			\$700.00	10/2	10/2	1		TUE	1
	RA35+ :		0.6									
	CON COM1:		NEWS PLUS MINUTE									
4			800A-900A	60								
	PROGRAM :		NEWS PLUS MINUTE			\$700.00	10/3	10/3	1		WED	1
	RA35+ :		0.6									
	CON COM1:		NEWS PLUS MINUTE									
OCT/12 \$2,800.00												

CONTRACT TOTAL \$2,800.00
 TOTAL SPOTS 4

MARKET TOTALS \$280,000 WDCW 1% WJLA 23% WUSA 18% WRC 31% WTTG 27% WPXW 0% WDCA 0%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*